



KANTAR

CONNECTED CREATIVITY

Brand-Building in the
Creator Economy

Report, June 2025

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The challenge

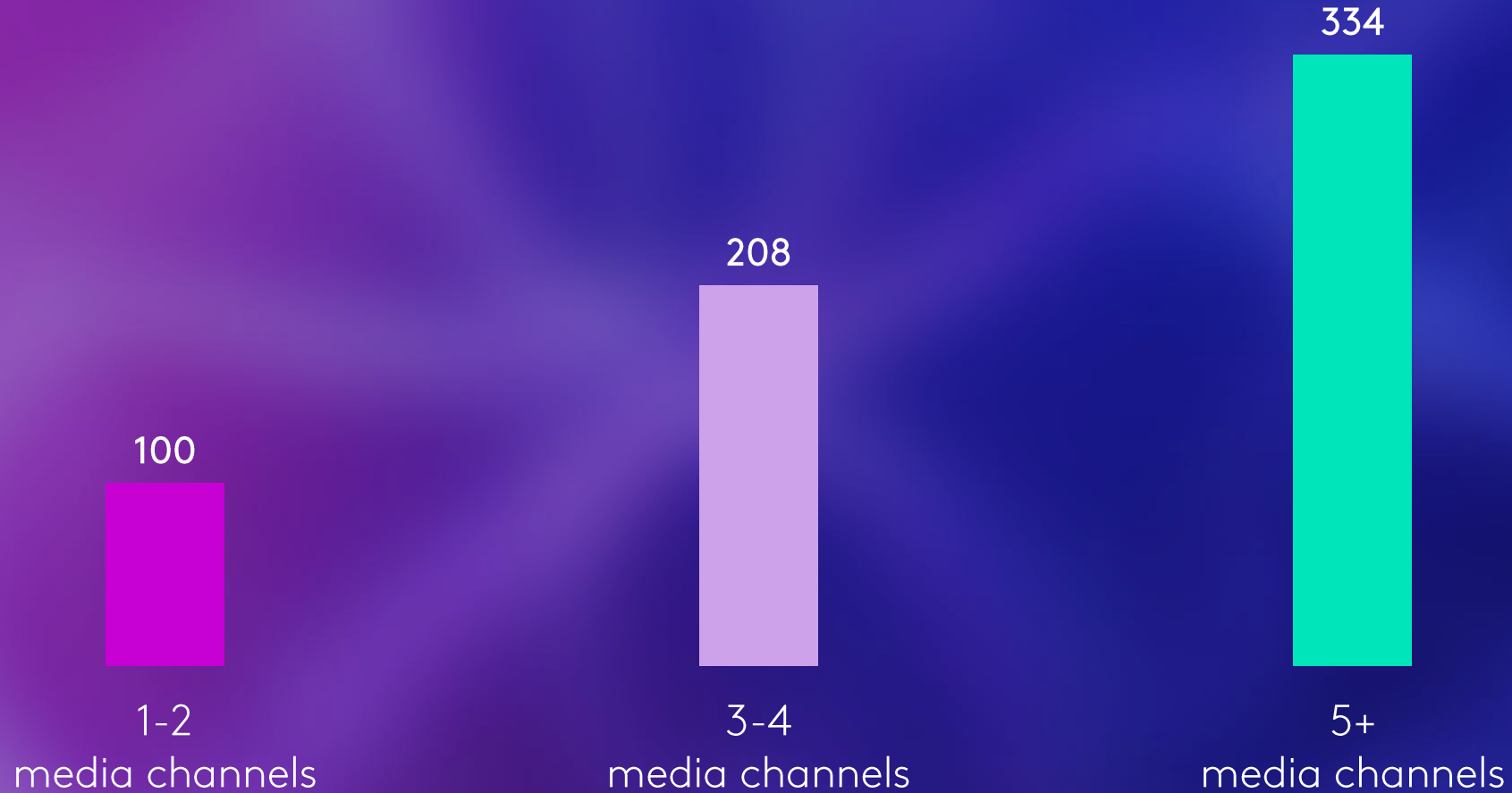
How do you create big brand growth in a fragmented media landscape increasingly made of lots of littles?

Part 1

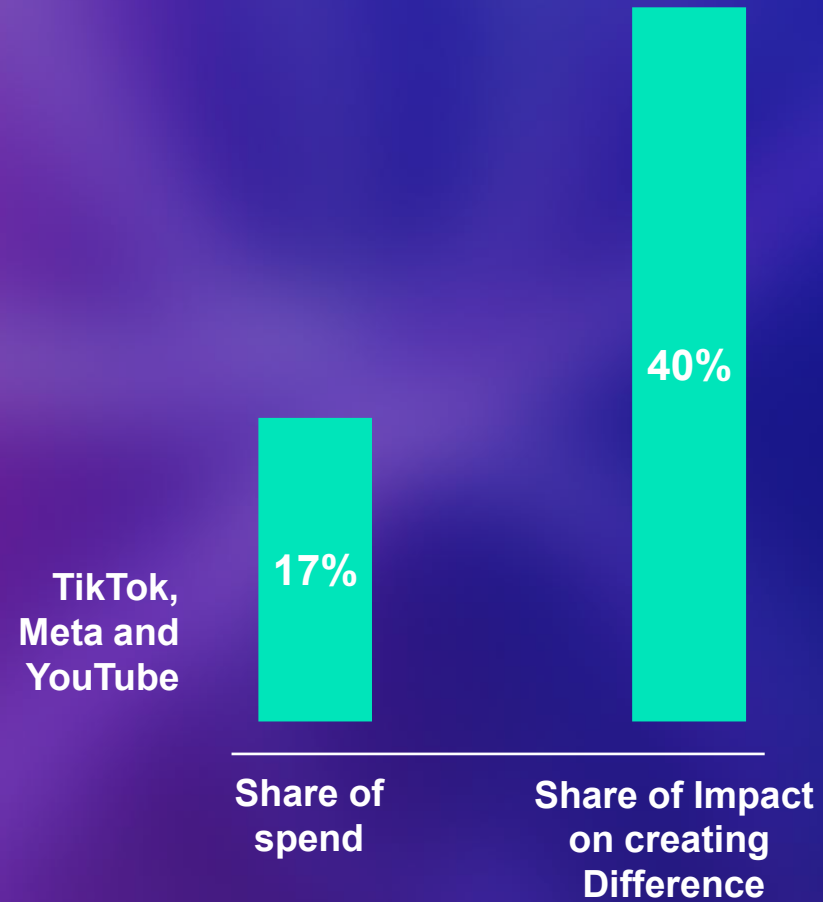
Welcome to the
creator economy

The more channels that are used, the stronger the brand impact

Brand impact increase with no. of media channels



Social content outperforms at driving brand difference



A meteoric rise in spending on Creators: an army of 'littles'

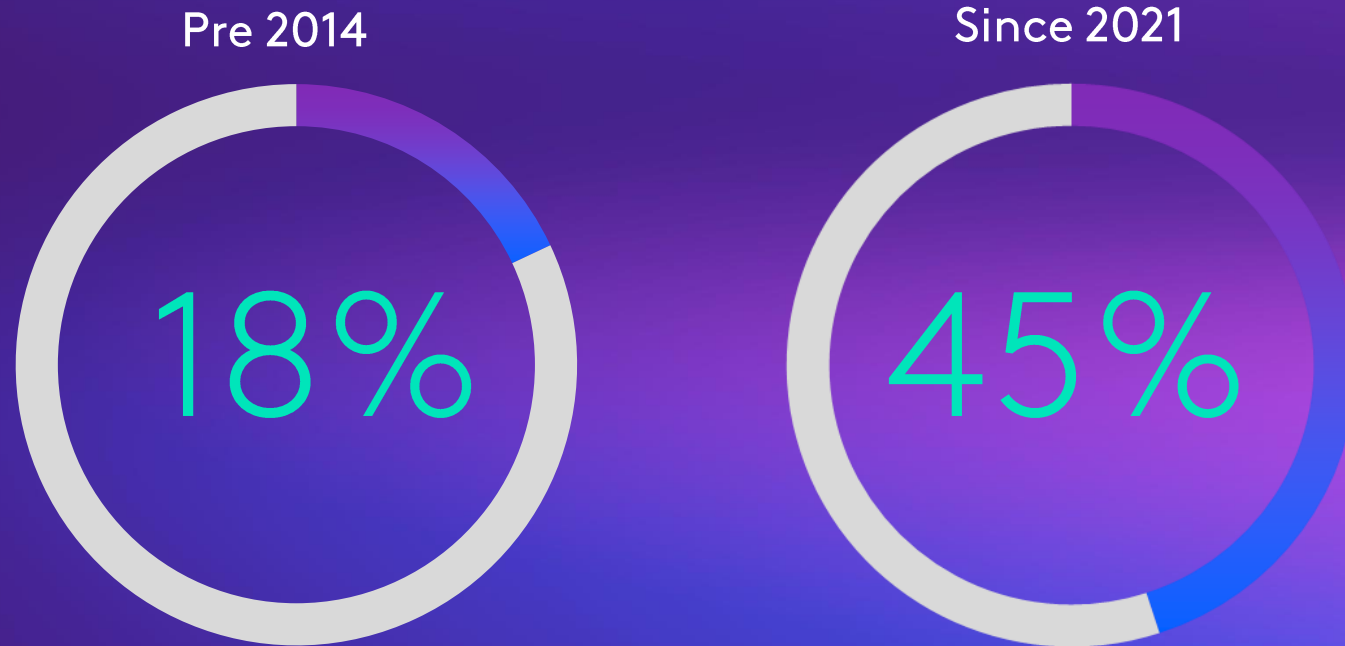
\$24bn

Creator economy in 2024

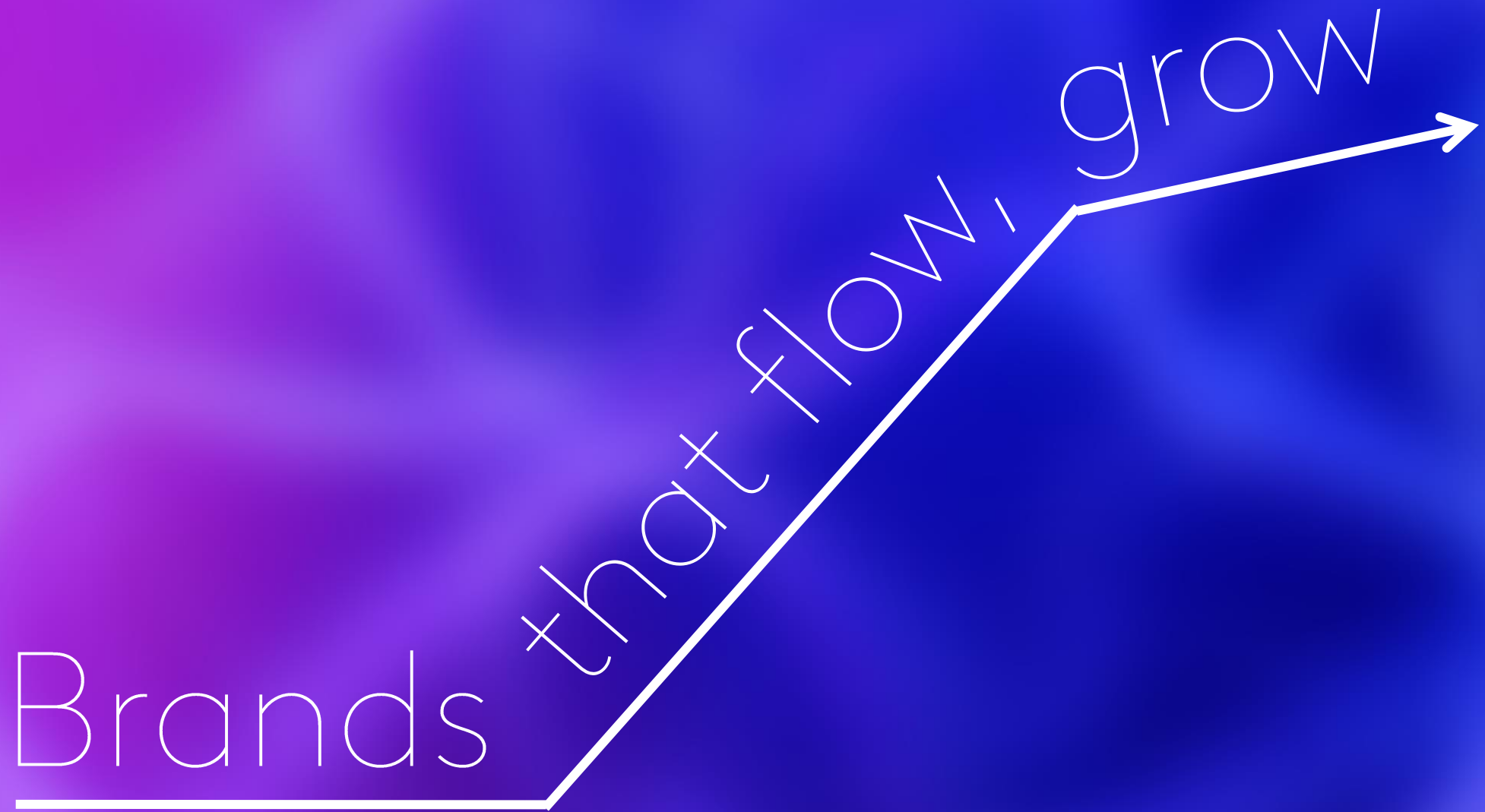
2x growth
by 2028

Ensuring an idea flows coherently across channels has become 2.5X more important

Brand impact from synergy effects %



Brands that flow, grow





Part 2

The Five catalysts of Connected Creativity

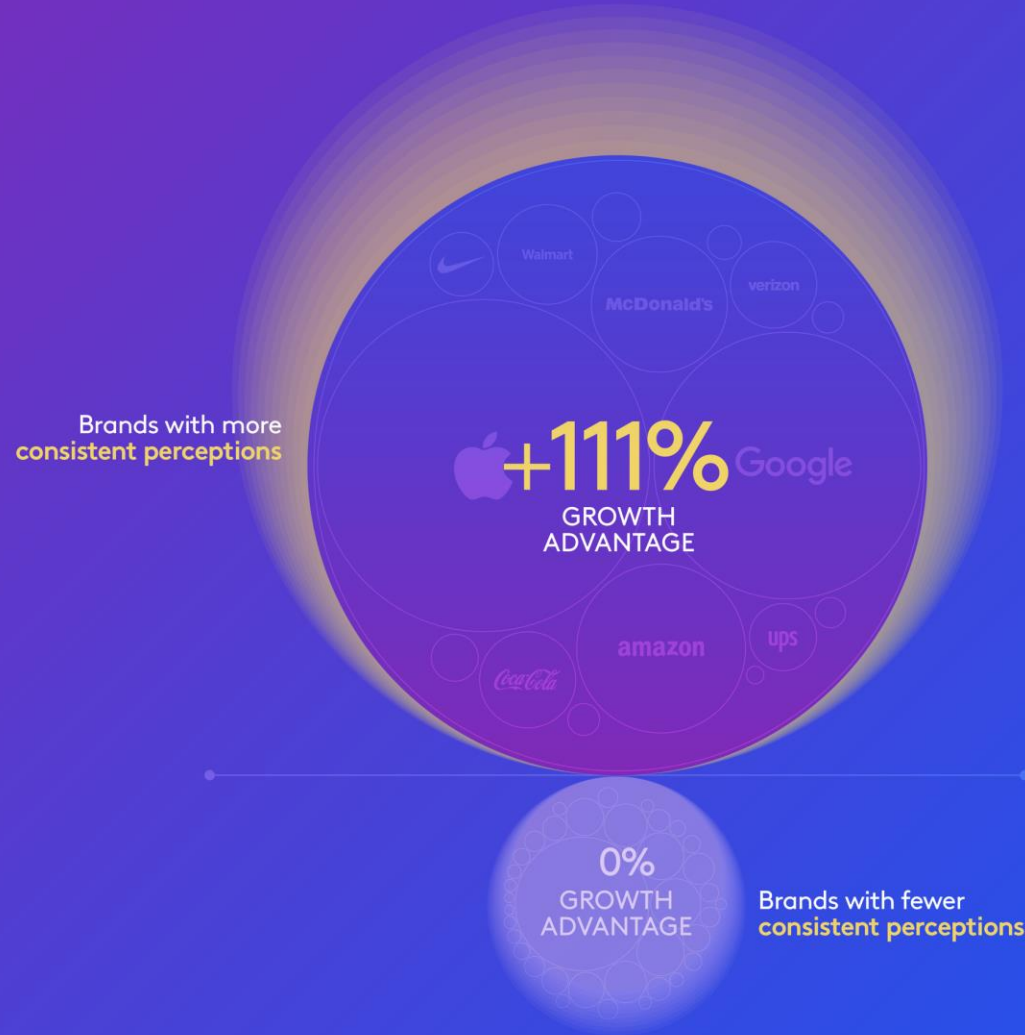
The new rules for brand
building in the creator
economy



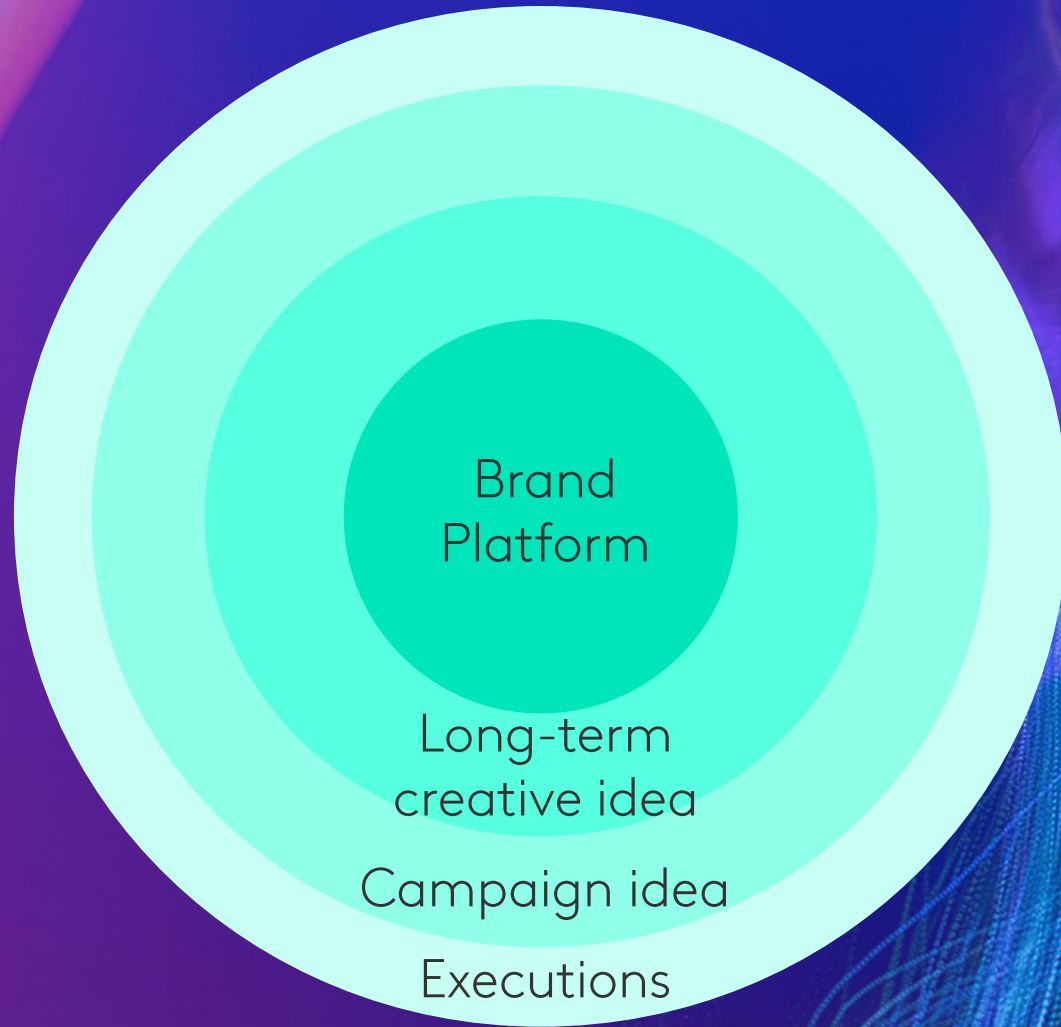
Catalyst No.1

| Connect through a
| long-term creative
| platform

As Kantar BRANDZ data shows, consistency has been always been a vital key to brand growth



Your brand platform is your glue, ensuring all activities click together cohesively



Example: Cadbury

Brand Platform: Spirit of generosity

Creative idea: There's a glass and a half in everyone

Campaign idea: Secret Santa – equip everyone to gift

Executions: Poster QR code, hero film, etc.

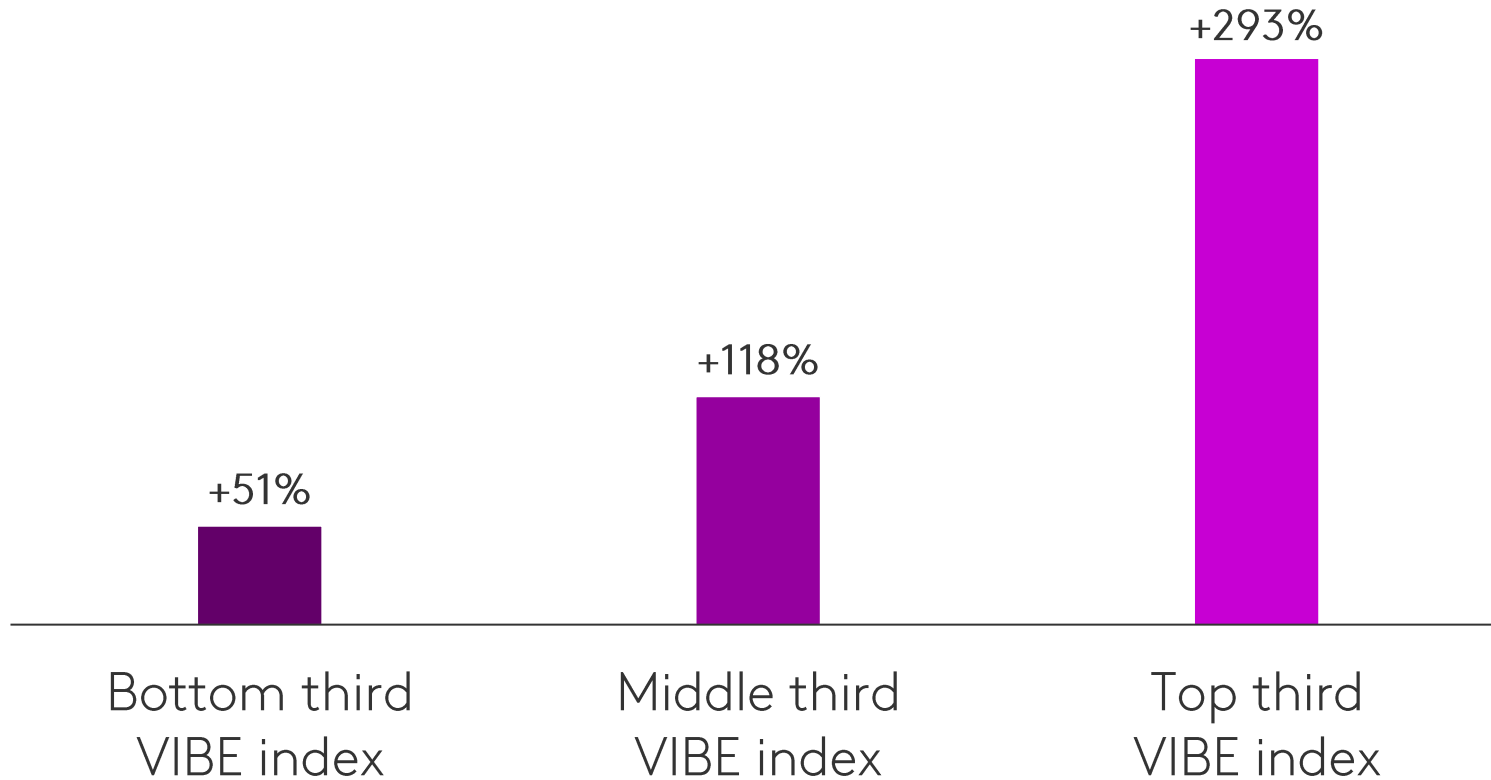


Catalyst No. 2

| Connect
| to culture

Brands with strong cultural vibrancy grow 6X more

The stronger the cultural vibrancy, the stronger the growth



Our framework benchmarking cultural vibrancy

V I B E

Visionary Inspiring Bold Exciting

Creators are the heartbeat of culture
They connect audiences with new trends, news and brands

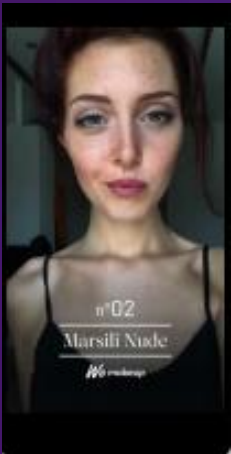


71%
people discover new
brands on TikTok

Executional keys to high-performing content that stops the scroll

1. INTIMACY Of emotion

Eye contact; single person



+82%
short-term
effectiveness

+51%
long-term
effectiveness

2. IMMEDIACY Of Connection

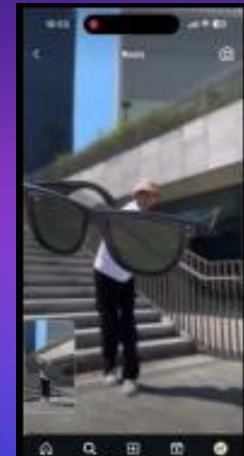
Distinctive cues: colours, font, sound



+73%
short-term
effectiveness

+74%
long-term
effectiveness

Visual dynamism: pace, shot changes



+67%
short-term
effectiveness

+19%
long-term
effectiveness

3. INTEGRATION Of Brand

Storyline; product placement



+45%
short-term
effectiveness

+46%
long-term
effectiveness



Catalyst No. 3

| Connect
| with creators
| differently

Creators are your new creative directors

So choose ones that not only 'get' you but are passionate about your brand—then brief them well

+38% ROI

when brands use a holistic
creator strategy vs. one-off
creator deals*

58%

creators prefer brand
guidelines to shape their
content**

Anatomy of a 2025 Cannes Lions Gold and Kantar LINK winner



Gold
2025 winner

No.1

social campaign in Kantar
LINK

3x

industry benchmark
engagement

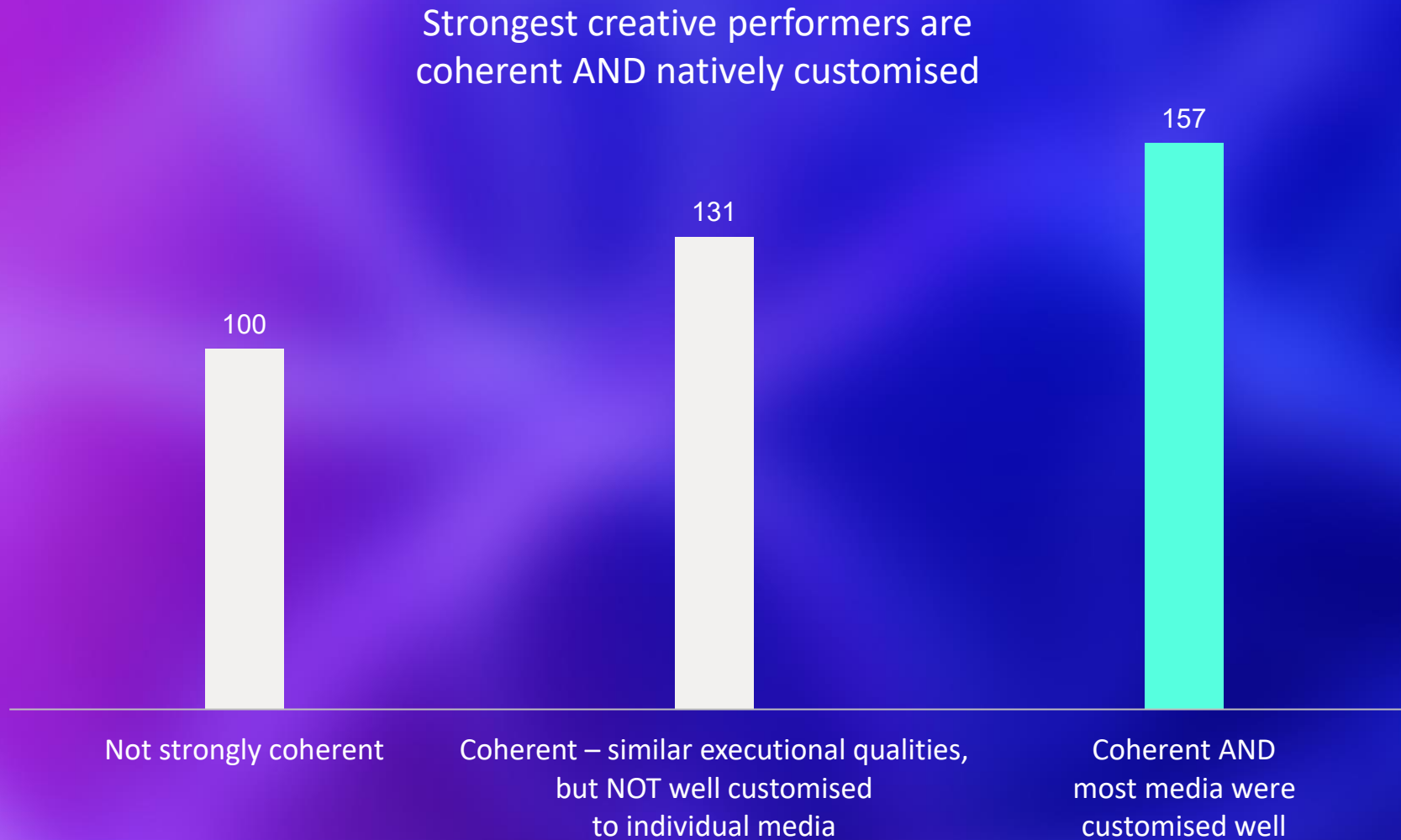




Catalyst No. 4

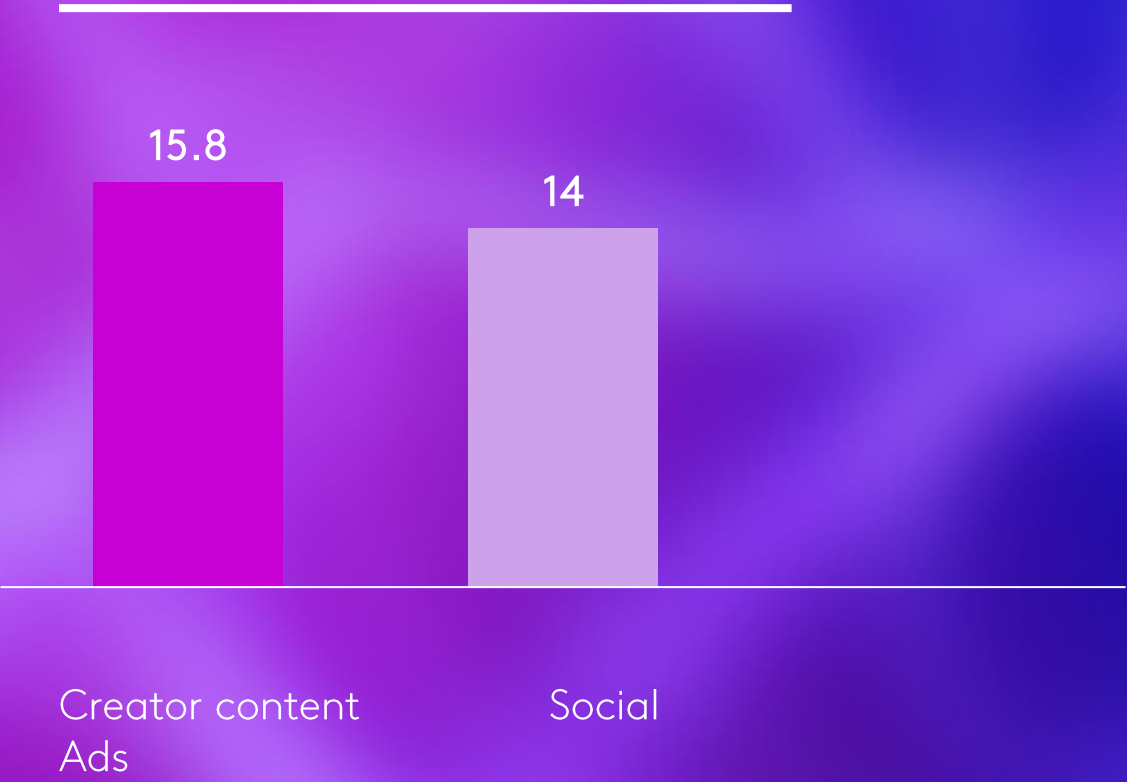
| Connect
| to context

Don't syndicate content: native channels and format are always best

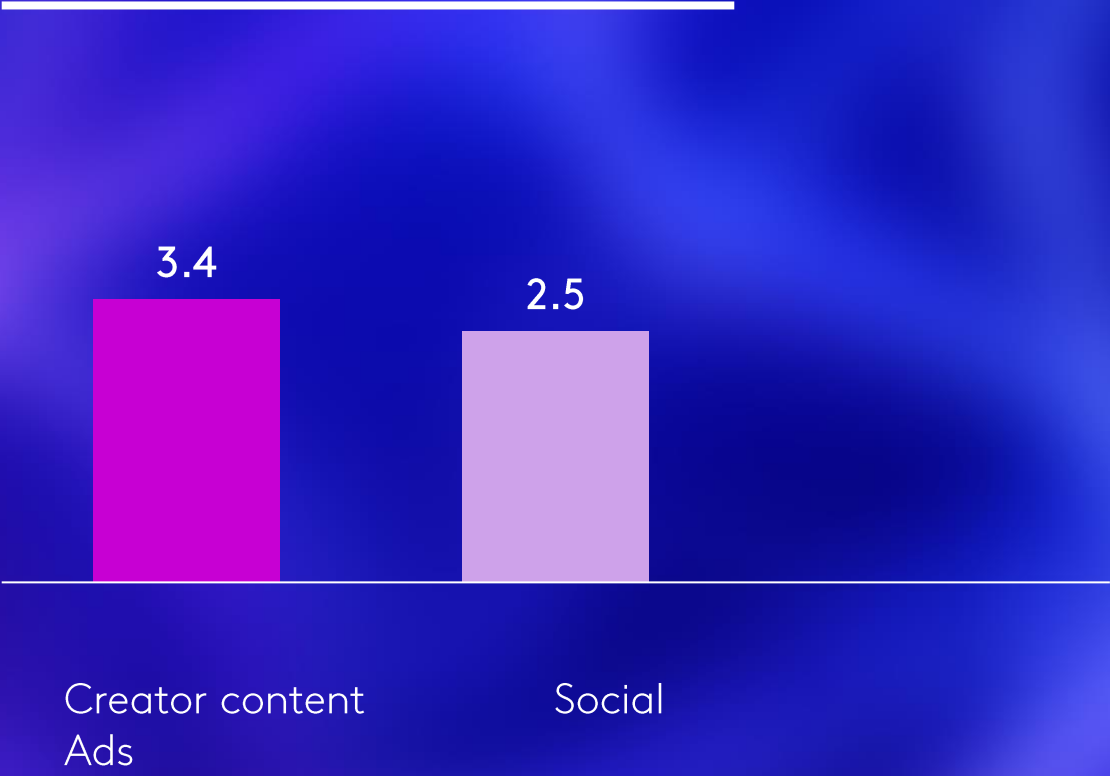


Native creator content works strongly at salience & consideration, as it is well customised

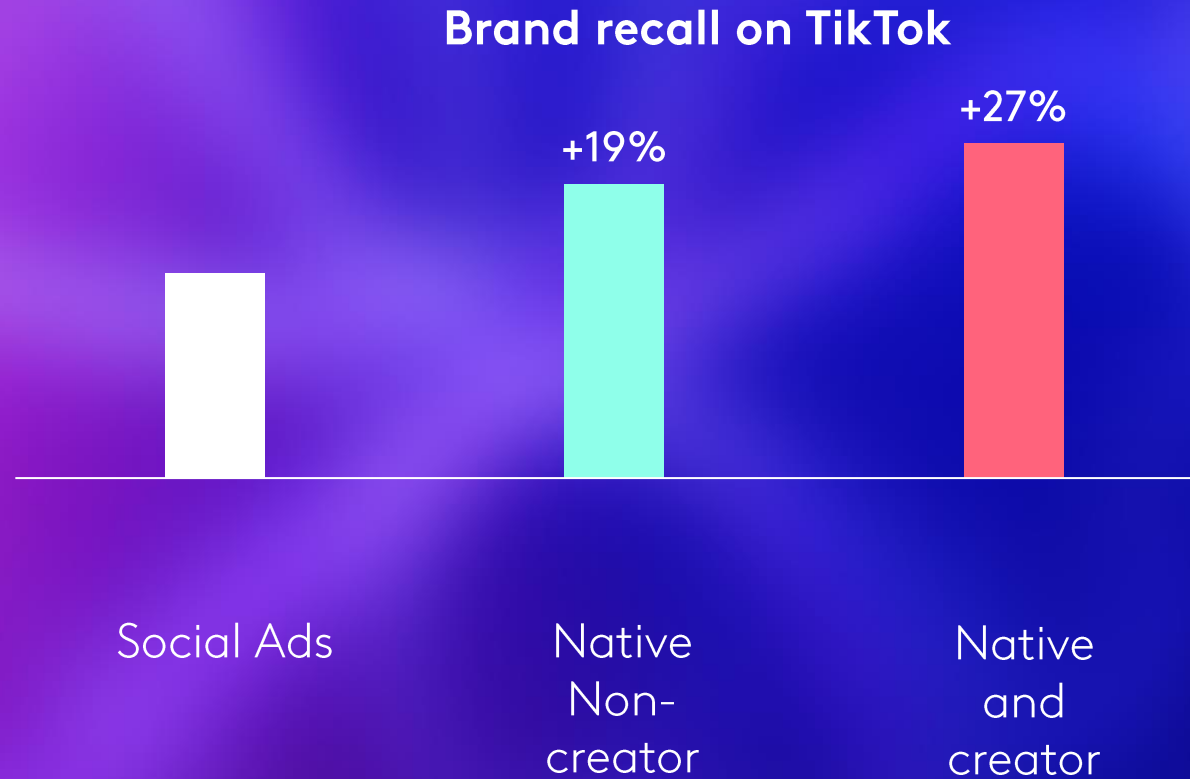
Top of Mind
Brand Awareness
(% exposed vs non exposed)



Brand
Consideration
(% exposed vs non exposed)



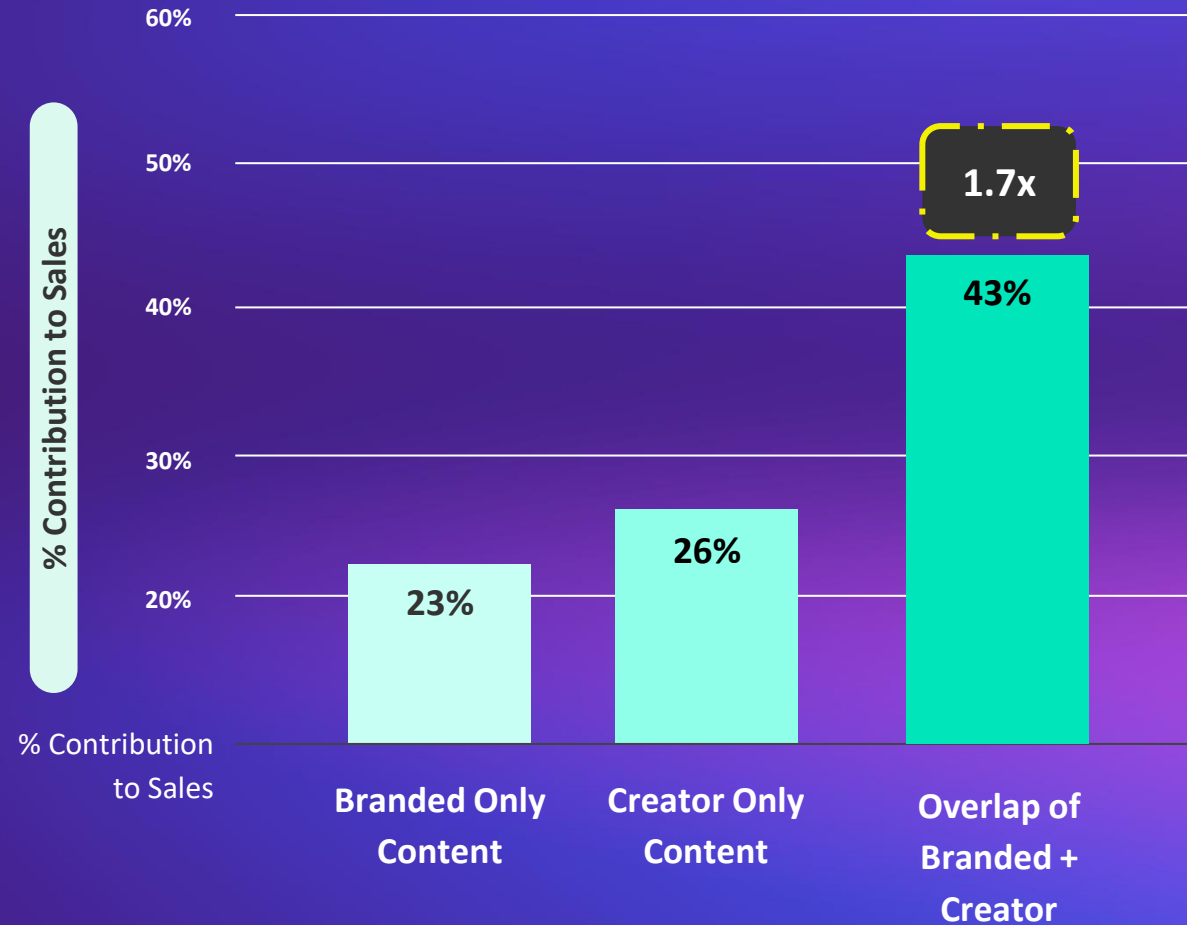
Native creator content also works strongly at brand memory encoding too



Creator content is strong at creating meaningful brand differentiation



The sweet spot is when creator content connects with social advertising





Catalyst No. 5

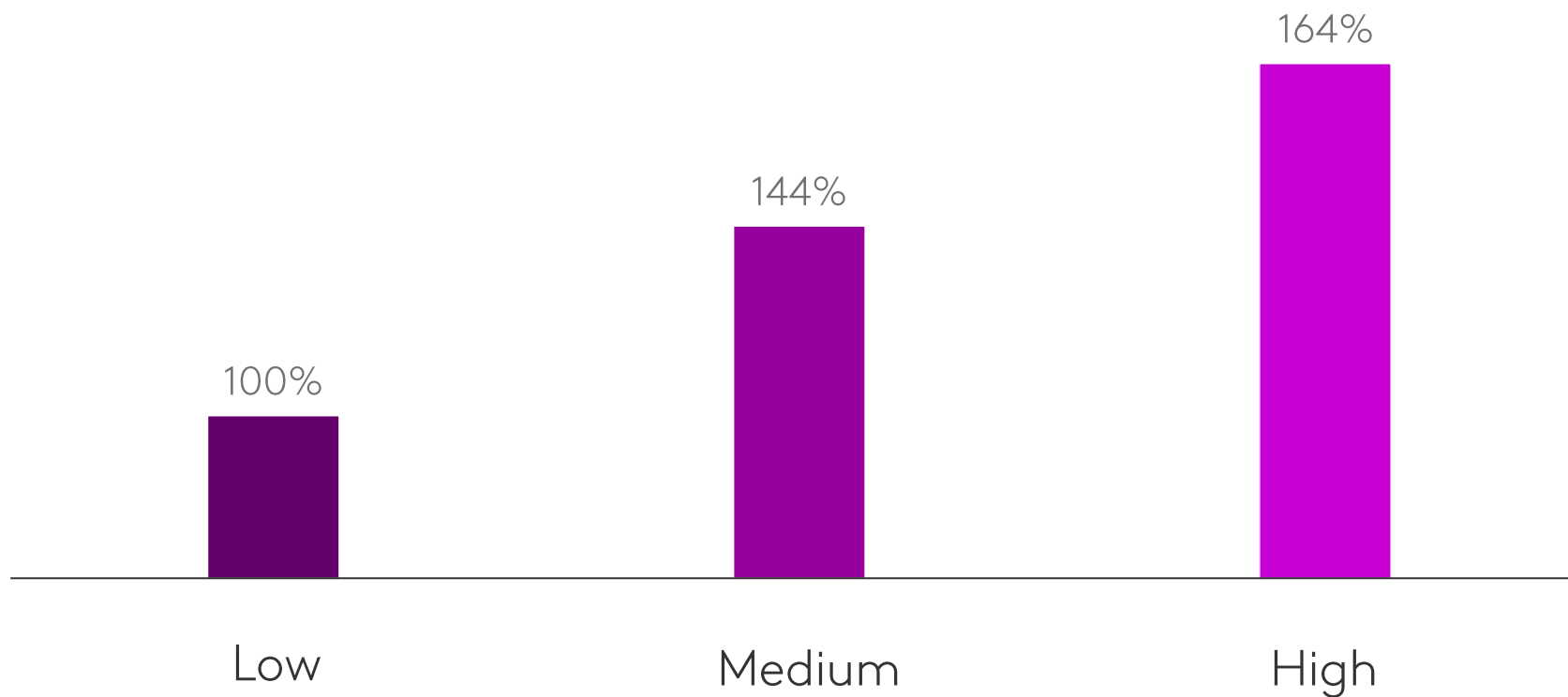
| Connect
| coherently, not just
| consistently

The big watchout

Only 27% of creator
content links to brand

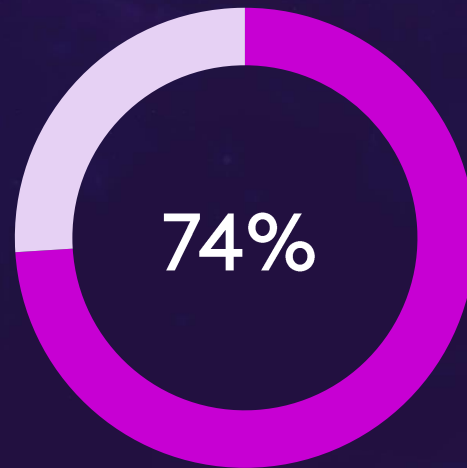
When branding is strong, creator performance improves by almost two thirds

How creator brand linkage improves equity impact

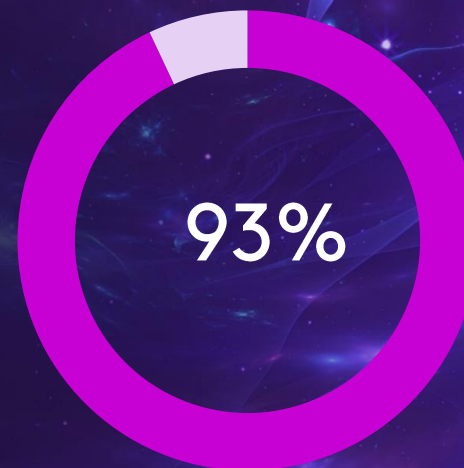


Marketers are connecting campaigns better

% integrated campaigns

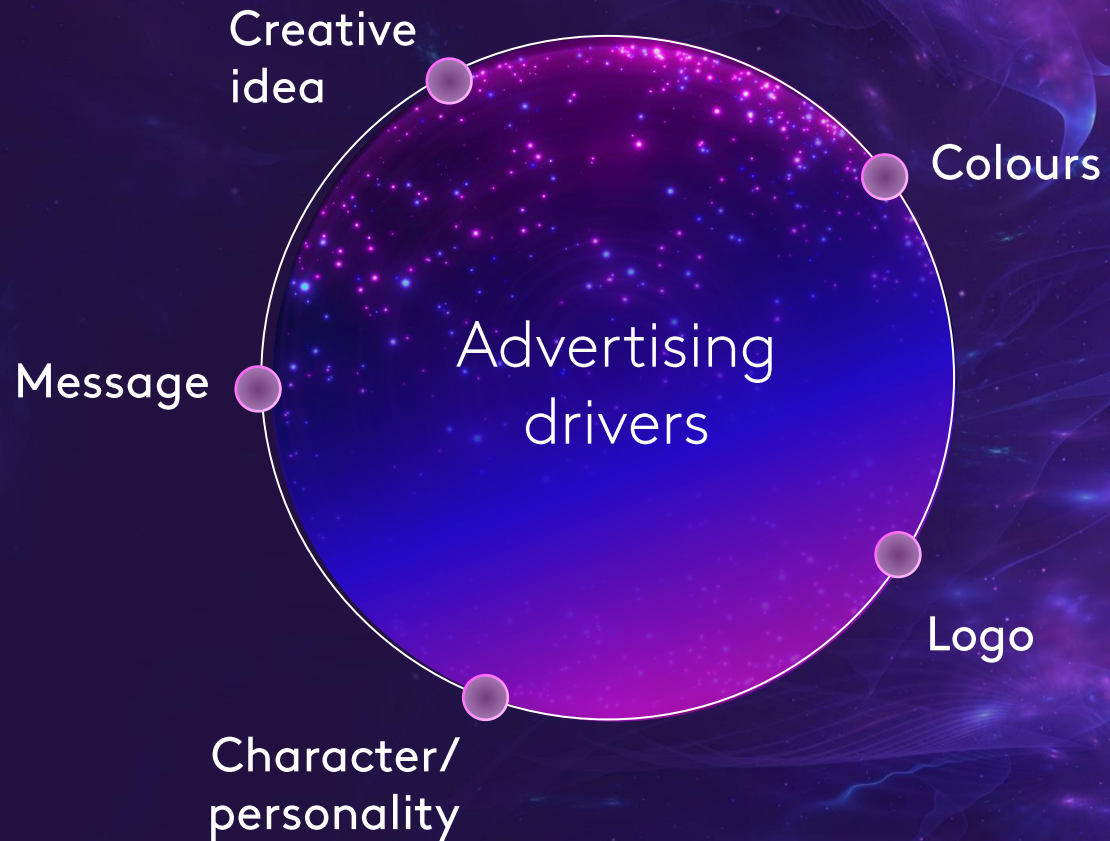


2017

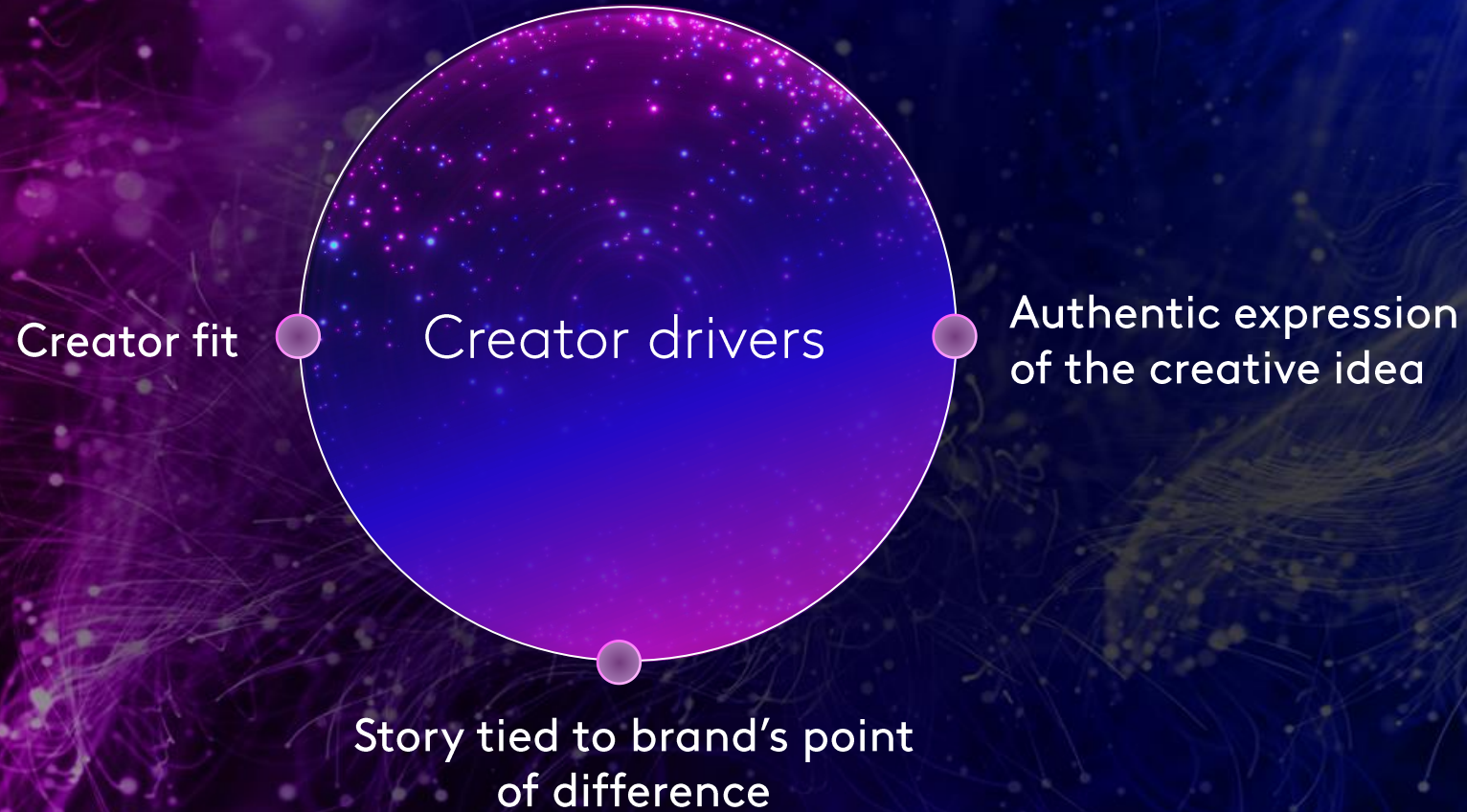


2025

Brand success factors have remained similar for advertising

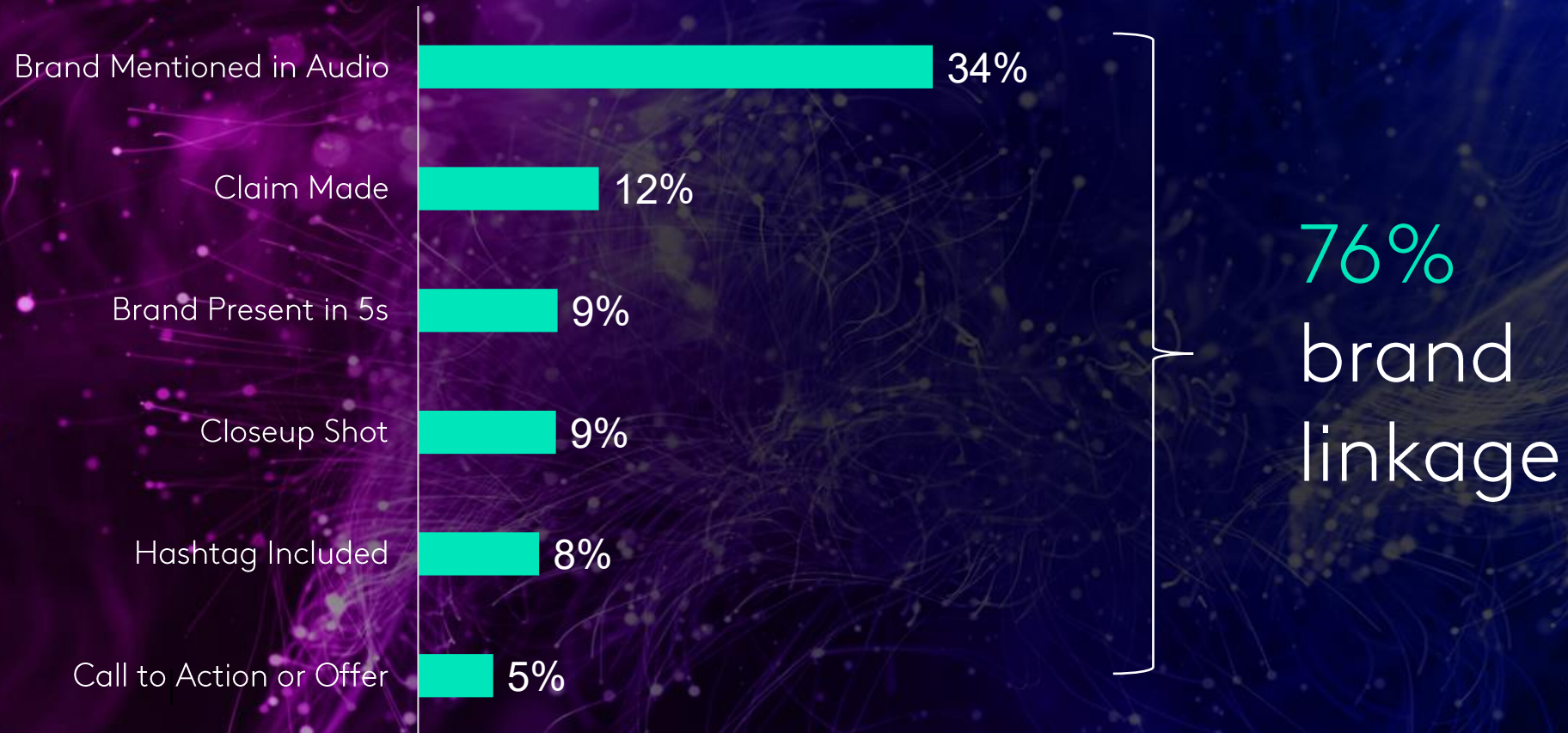


For creators, the success toolkit is different

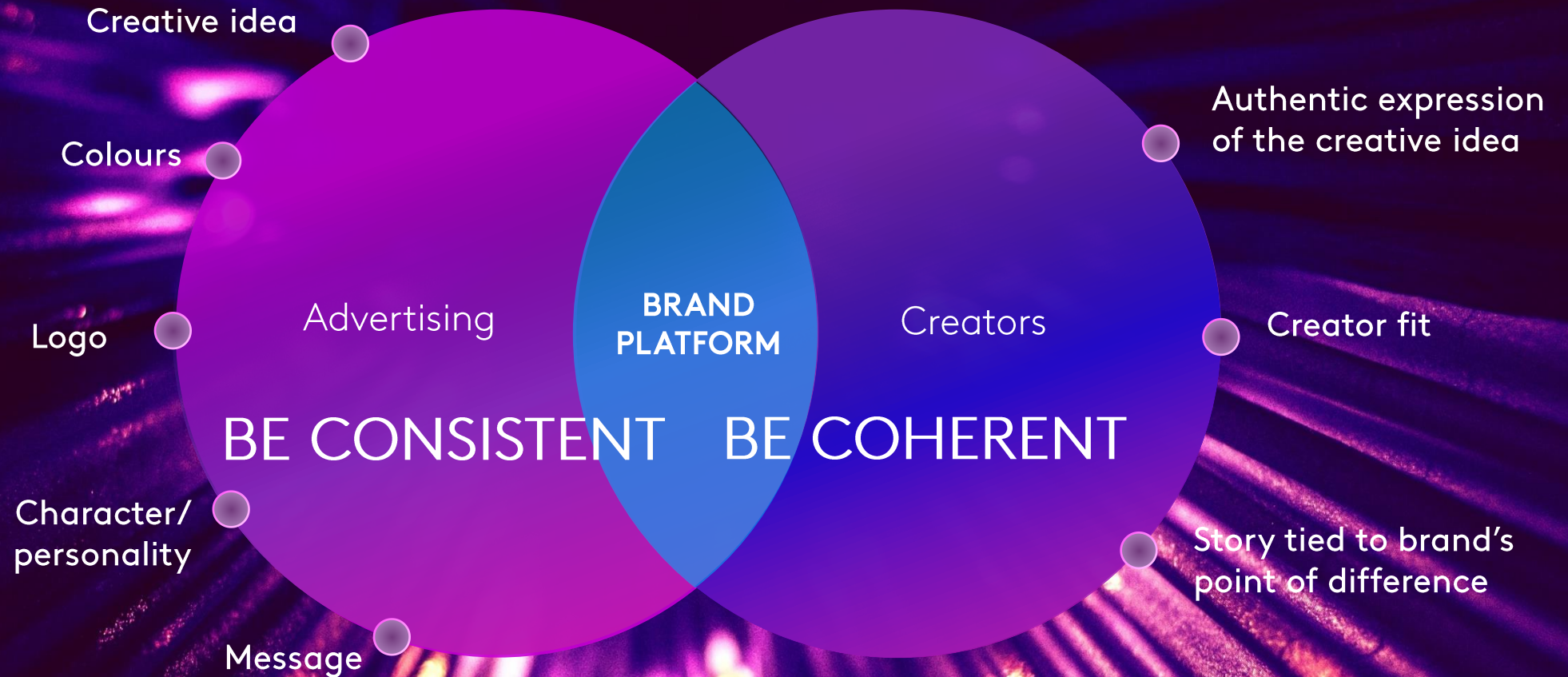


Creator content hygiene factors to link to brand

Drivers that lead to higher Branding score



Bringing it all together: Connected Creativity in action



Five rules for brand-building success in the creator economy

Connect

#1

Through a consistent **brand platform and creative idea**

#2

To culture, maximising vibrancy with content that's intimate, immediate and integrated to brand

#3

With creators **differently:** they're your brand's creative directors, so brief inspiringly, don't prescribe

#4

To context: let creators do what they do best in each platform and format. Don't syndicate.

#5

Coherently, not just consistently: use your brand platform & idea as a springboard for brilliant advertising and native creator creativity that each work in their own unique way to strengthen the brand

How Kantar can help unlock your connected creativity

Optimising creator & social content

Award-winning LINK AI evaluates creator, social and competitor content impact at scale. *Available globally*

Long Term Brand Equity

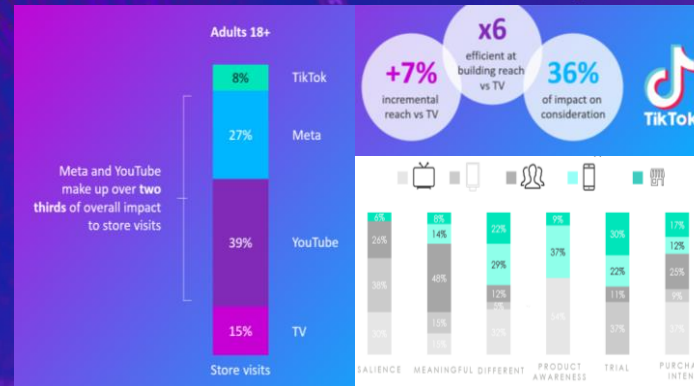


Short Term Sales
Impact

Contact: Sarah.Hazlehurst@kantar.com
or your local Kantar representative

Evaluating in-market impact

LIFT+ powered by THX uses 24/7 passive measurement to identify incremental channel impact including creator content and geo-location footfall. *Available in UK & EMEA*



Contact:
Sarah.Hazlehurst@kantar.com

Assess vibrancy

VIBE benchmarks your brand's cultural vibrancy vs competitors. *Available in UK*

VIBE

Visionary Inspiring Bold Exciting

Contact:
Lindsay.Gorton-Lee@kantar.com